



## **AlertChathamBorough**

### **Annual Report 2013**

2013 was a busy year for the AlertChathamBorough (ACB) emergency notification system. Not only was it the first year of operation, it was the first year of becoming familiar with the system itself and its vast web based capabilities.

Early in 2013, Chatham Borough partnered with Morris County to implement this new emergency mass notification system to keep citizens informed during emergencies. This new system enables Chatham Borough officials to communicate with residents and businesses within minutes during an emergency situation. Additionally, officials are able to communicate with those who have registered with AlertChathamBorough about other situations and send notifications of community events.

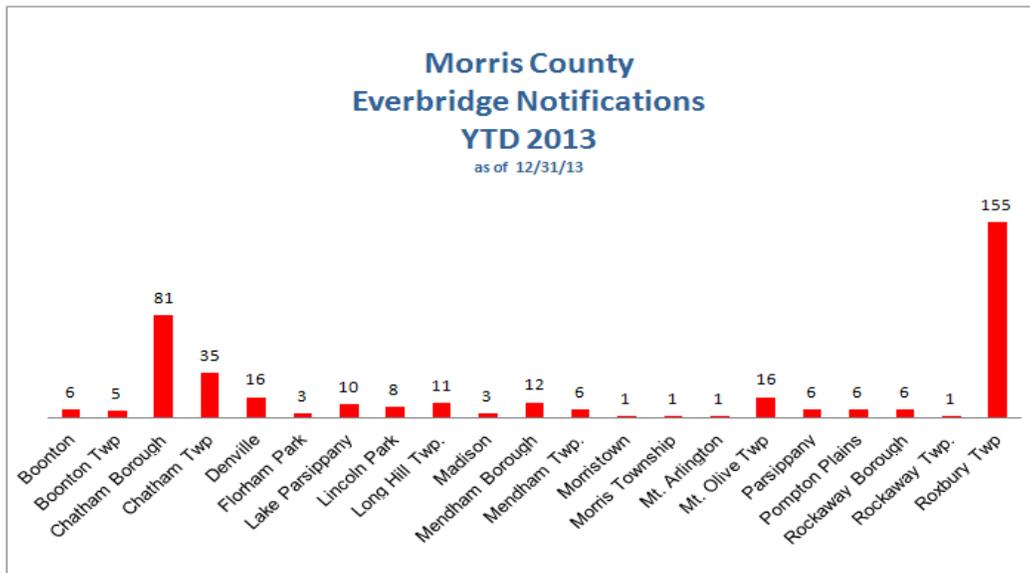
Residents and businesses listed in Morris County's 911 database will automatically be enrolled to receive Reverse 911 alerts on their home phone. In addition, residents can register with the ACB link on the Borough's website to receive other emergency information, such as notifications of severe weather, electrical outages, fires, flooding and street closings, as well as non-emergency community information. These messages can be sent to residents using a variety of communication pathways—cell phone, home phone, email, text messaging, fax or pager. This ensures that residents and citizens who work in Chatham Borough receive important information and public service announcements on a timely basis. The ACB system allows each user to indicate which communication pathways are preferred and the order in which they will be used.

AlertChathamBorough is managed by the Chatham Borough Office of Emergency Management. The ACB Program Manager is directly responsible for the operation of the system and also serves as a Deputy Emergency Management Coordinator. ACB is offered to citizens 24 hours a day, 7 days a week, 365 days a year.

During the early planning stages of ACB, the program manager coordinated with the Borough's Communication/Technology Advisory Committee to develop a Communications Plan to implement the successful "roll out" of the AlertChathamBorough program. This plan outlined a strategy for the initial announcement, advertising and banner material creation, ongoing media coverage, and the development of press releases as well as coordination of in person presentations at the Borough's annual Fishawack Festival, Farmers Market and Back-to-School Night at Milton and Washington Avenue Schools.

AlertChathamBorough is powered by Everbridge, the leading emergency notification provider in the United States and is being provided by Morris County at no additional cost to the municipalities using the system.

The graph below represents the number of messages towns in Morris County sent out during 2013. Chatham Borough ranks #2 in the county sending out 81 messages.



The table below shows the number of cumulative Community Sign Up's for AlertChathamBorough from April 2013 thru year end.

## AlertChathamBorough

### Community Sign Up's

Date	Total Community Notification Sign Up's	Traffic	Road Closure	Severe Weather	Power Outages	Water Outages	Crime Alerts	Missing Persons	Miscellaneous Alerts
4/5/13	441	195	248	332	323	218	274	151	144
5/23/13	744	385	455	574	565	412	508	319	284
6/24/13	802	416	487	620	612	444	549	341	303
7/16/13	920	471	554	721	702	523	640	391	353
7/29/13	983	503	592	769	752	563	691	419	374
7/31/13	987	506	595	773	756	567	695	422	376
8/12/13	1047	544	635	821	809	606	745	450	403
8/31/13	1147	595	696	893	887	661	817	491	443
9/30/13	1282	667	779	995	991	739	916	551	498
10/31/13	1347	704	820	1049	1037	776	966	584	525
11/30/13	1372	717	833	1072	1055	791	986	596	536
12/31/13	1394	730	846	1091	1073	805	1003	605	545

Respectfully submitted:  
 Stephen W. Williams  
 Deputy Coordinator-Emergency Management  
 and AlertChathamBorough-Program Manager